DOCUMENT RESUME

ED 057 822 LI 003 319

TITLE	Meetings of Experts on Book Development in Latin America (Bogota, 9-15 September 1969). Final Report.
INSTITUTION	United Nations Educational, Scientific, and Cultural Organization, Paris (France).
REPORT NO	COM-MD-10
PUB DATE	15 Dec 69
NOTE	30p.; (0 References)
AVAILABLE FROM	United Nations Educational, Scientific and Cultural Organization, Paris (France), General Distribution
EDRS PRICE	MF-$0.65 HC Not Available from EDRS.
DESCRIPTORS	*Books; *Developing Nations; Foreign Countries; Information Dissemination; *Information Needs; *National Programs; *Reading Materials
IDENTIFIERS	*Latin America

ABSTRACT

The meeting of experts on book development in Latin America examined the present situation in the region and drew up a programme of action to promote book production and distribution. Experts from 23 Latin American countries participated. One of their major recommendations was that a Book Development Centre for Latin America be established at Bogota (Colombia) to serve as a focal point for efforts to foster the free flow of books and the growth of national book publishing and distribution. (Author)

ED057822

"PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL BY MICROFICHE ONLY HAS BEEN GRANTED BY

Unesco

TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE U.S. OFFICE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER"

Distribution: general

COM/MD/10
PARIS, 15 December 1969
Translated from the Spanish

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

MEETING OF EXPERTS ON BOOK DEVELOPMENT IN LATIN AMERICA

(Bogota, 9-15 September 1969)

FINAL REPORT

Bogota Meeting

SUMMARY

The meeting of experts on book development in Latin America examined the present situation in the region and drew up a programme of action to promote book production and distribution. Experts from 23 Latin American countries participated. One of their major recommendations was that a Book Development Centre for Latin America be established at Bogotá (Colombia) to serve as a focal point for efforts to foster the free flow of books and the growth of national book publishing and distribution.

LI 003 319

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

TABLE OF CONTENTS

	Pages
INTRODUCTION	3
PARTICIPANTS AND OFFICERS	5
BACKGROUND OF THE MEETING	6
I. PROBLEMS OF BOOK DEVELOPMENT IN LATIN AMERICA	7
A. The present situation of books in Latin America	7
B. Development of book distribution in Latin America	8
1. National distribution	8
Bookstores and other sales circuits	8
Libraries	9
2. Regional distribution	10
3. The free flow of books to and from the region	11
C. Development of national book production	11
Educational books	12
General publishing	13
Copyright	13
D. Training and research	14
Training	14
Research	14
E. Book promotion	15
F. Proposed Regional Centre for Book Development in Latin America	16
II. CONCLUSIONS AND SUGGESTIONS	19
A. Development of book distribution	19
Libraries	20
Bibliographies	21
B. Development of book production	21
Copyright	22
Training and research	22
C. Promotion	22
D. Proposal for the establishment of a Regional Centre for Book Development in Latin America	23
E. Future meetings	23
ANNEX: LIST OF PARTICIPANTS	

INTRODUCTION

The Meeting of Experts on Book Development in Latin America was held in Bogota, Colombia, from 9 to 15 September 1969. The present report was unanimously adopted by the meeting.

The meeting was opened by H.E. Dr. Octavio Arizmendi Posada, Minister of Education, who began by observing that there was in the contemporary world a magic formula: integration. It had been thought, however, that it was possible to integrate the production and distribution of material goods without establishing the spiritual infrastructure for integration which was to be found precisely in the realm of culture. It was perhaps there, the speaker continued, that lay the key to the slow progress toward economic integration. No one could doubt the power and influence of books in the area of cultural integration. On the other hand, no one could be blind to the tremendous obstacles to book development, currently arising from the existence of different laws, customs regulations and other trade barriers, differences in prices, disagreements between publishers, international distributors and importers, as well as from insufficient information in each country with regard to bibliographical data available elsewhere, and other hindrances of a similar kind.

The truth was that, in several of the foregoing respects, the situation in regard to the free flow of books had improved little since bygone days. The complex of factors to be considered was thus vast and, thanks to the skill of the judiciously selected experts invited by Unesco, it should be possible to study them in a way that would enable positive and effective solutions to be proposed.

Conscious of the importance of finding answers to many of these problems, Colombia, as its contribution, had proposed that the meeting should also examine the feasibility of establishing a Regional Centre to provide services to governments as well as to associations and institutions active in the sphere of books in Latin America. It was considered necessary to have a centre that would study and help to overcome the vast number of obstacles that were impeding the growth of book production and distribution in Latin America. There was ample reason for the existence of a multinational organism conceived in a regional framework, with the participation of experts of various nationalities; it would not be intended to compete with existing institutions concerned with the production, distribution, importation or exportation of books, but rather to assist those bodies to improve the quality of their work with the aim of providing an appropriate structure for what might be called the common market for books in the region. The Minister concluded by wishing the meeting every success, and he expressed his confidence that its conclusions would provide valuable guidance to governments, associations and institutions concerned with books, as well as Unesco and all those interested in developing the production, distribution and consumption of books in Latin America.

A statement by Mr. Carlos Quintana, Executive Secretary of the United Nations Economic Commission for Latin America, was read on his behalf by Mr. Alejandro Power, Director of ECLA's office in Bogota. Drawing attention to the relation of book development to economic and social progress, Mr. Quintana expressed his conviction that the full development of book production and the adoption of measures to secure the efficient distribution of books in Latin America would be of major assistance in the spread of ideas on economic growth. He added that they might also constitute a significant factor in the forces making for integration in Latin America.

Speaking on behalf of the Director-General of Unesco, Mr. Julian Behrstock, Director of the Office of Free Flow of Information and International Exchanges, said that regional co-operation among the countries of Latin America was the key topic of the meeting. That co-operation could be particularly effective in regard to book development, since the essential homogeneity of language and culture lent itself to measures on a regional scale. There was, moreover, a great and growing market for books in the region as a result of rising literacy and school enrolment and of an ardent desire for

reading. One of the main objectives of the meeting, therefore, was to suggest ways of increasing the flow of books between the countries of Latin America. The establishment of a "common market in books" could assist in the development of domestic publishing industries throughout the region.

The closing session of the meeting was addressed by H.E. Dr. Octavio Arizmendi Posada, Colombian Minister of Education, and H.E. Mr. Antonio Díaz García, Colombian Minister of Communications. The Minister of Education said he had no doubt that, at the meeting, an important programme of action had been established on behalf of book development in Latin America in the coming years. The significance for Latin America of the criteria set out in the report would depend on the extent to which governments, international organizations and professional bodies endeavoured earnestly to put them into practice. The Minister of Communications said that, in view of his official capacity, it was hardly surprising that he should refer to the importance of book development in relation to communications, since it represented a vital means whereby countries and peoples could become acquainted with one another and learn about each other's activities. Integration had been a central theme of the meeting, and the speaker believed that in discussing this concept one of the most important aspects that should be taken into consideration was the free flow of books. He asked participants, on returning home, to take with them the following message from his Government to their peoples: "Colombia is ready to do everthing that is necessary for the dissemination of culture and for book development, in the belief that book development is an essential means of securing the spread of the culture which our peoples require".

PARTICIPANTS AND OFFICERS

Experts from 23 countries, who had been invited by Unesco to participate in a personal capacity, attended. Many of the experts were accompanied by technical advisers. Observers from a number of Member States and international and regional organizations also took part. A complete list of participants is attached (Annex I).

The participating experts unanimously elected the following officers:

Chairman:	Dr. José Manuel Rivas Sacconi (Colombia)
Vice-Chairmen:	Dr. Joaquín Diez Canedo (Mexico)
	Dr. Geraldo J. Pereira (Brazil)
	Dr. Rolando Rodríguez García (Cuba)
Rapporteur:	Dr. Heriberto Schiro (Argentina)

The meeting decided to set up a working party to examine the Colombian proposal for a regional centre for book development in Latin America. The working party was open to all participants. The working party elected as its chairman Mrs. Virginia Betancourt de Pérez, of Venezuela, and as its rapporteur Mr. Eduardo Castro Le-Fort, of Chile. Following its consideration by the meeting, a report prepared by the working party was incorporated in the present report.

BACKGROUND OF THE MEETING

The meeting was convened pursuant to a decision taken by the General Conference at its fifteenth session on the basis of a resolution submitted by a large number of Latin American countries. The resolution, with its accompanying memorandum, had called for a concerted programme for book development in Latin America which would draw upon the region's common language and culture as well as its long publishing tradition.

The meeting formed part of a long-range Unesco programme to strengthen domestic publishing and distribution of books. In adopting this programme three years ago, the General Conference of Unesco had affirmed the view that books are a vital means of promoting social and economic progress as well as international understanding. Under the programme, regional meetings had already been held for Asia (Tokyo, 1966) and Africa (Accra, 1968). The Latin American meeting, therefore, was the third in the series.

The present report consists of two parts. The first reviews the problems of book development in Latin America as they emerge from the discussions and working papers. The second summarizes the main suggestions of the meeting for a programme of action.

I. PROBLEMS OF BOOK DEVELOPMENT IN LATIN AMERICA'

A. THE PRESENT SITUATION OF BOOKS IN LATIN AMERICA

In any examination of book development in Latin America, account must be taken in the first place of the physical features, political geography and demography of the region. The varying size of the component areas, rugged terrain and communications difficulties have made for diversity. Some 30 States or territories of the region had been invited to this meeting.(1) Some, wide open to ocean communications, are closely linked culturally with countries outside the region; others display innumerable variations ot the ethnic mixtures that derive from their history.

This mosaic accounts in part for the extreme diversity of cultural levels. National literacy rates among the 248 million inhabitants of the region vary between less than 8% and more than 50%.

These general features of the book situation in Latin America formed the basis of a lively debate in which experts from 14 countries took part. The vast distances and difficult terrain, constituting obstacles to transport and communication, were among the main problems mentioned by the the experts in explanation of the inadequate expansion of domestic publishing. It was pointed out that many of the countries were too small to develop viable publishing industries, that throughout the region editions tended to be limited in size, and that this situation should be taken into account in connexion with the possible establishment of a common market for books in Latin America.

Several experts drew attention to the high cost of transport and the existence of preferential freight rates on certain routes which placed some countries at a disadvantage in exchanges within the region. The high price of raw materials, particularly of paper, even when it was domestically produced, was also mentioned as an obstacle to expansion. One expert drew attention to the fact that materials for book-binding were subject to higher tariffs than objects considered more essential, and that this affected publishers adversely.

The question of finances for the publishing industries was raised by several speakers. It was difficult to arrange such financing, and one expert suggested that Unesco might use its good offices to promote the grant of funds to book industries.

There was a lack of information for the guidance of book publishers and sellers, including reliable statistics on production and also national and regional bibliographical data. One expert suggested that, in addition, more needed to be known about patterns of reading; in her view, it was essential to identify potential readers in order to develop wider reading habits. Libraries could also play a major rôle in this connexion. It was noted by several speakers that, for the most part, libraries were not provided with suitable budgets. Sales networks were often inadequate, and the relations between publishers and retailers might be much improved by standardization and increased mutual understanding.

One expert observed that his country had no cultural policy of any kind, not only in respect of books and publishing but in respect of other forms of culture as well, and this was generally the case in almost all the Latin America countries. Some major suppliers to Latin America benefited from a governmental protection policy in favour of the publishing industry and received aid from their governments for the stimulation of exports; similar policies and incentives in connexion with books should be offered by the Latin American countries so as to ensure competitiveness and achieve their real educational and cultural aims.

Another expert said that the situation in his country was totally different; for many years past

(1) Argentina, Barbados, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guinea, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Trinidad and Tobago, Uruguay, Venezuela, British East Caribbean Group.
(Antigua, Dominica, Grenada, Montserrat, St. Kitts - Nevis - Anguilla, St. Lucia, St. Vincent.)

it had possessed a national library, a national institute of fine arts, cultural centres, museums and a host of other official and private organizations that were active in the cultural sphere, sometimes winning world-wide recognition. The same expert considered that cultural activities in Latin American countries were, on the whole, significant, although it was well known that Latin American culture, until recently, had been mainly a culture for select minorities.

An expert called the present situation of books in Latin America "tragic", perhaps for the very reason that the great mass of the population still did not have access to books. He maintained that the book industries, far from expanding, were weakening, and characterized the region as an area of book consumers rather than producers. Moreover, he said that 35% of Latin Americans had never owned a book.

Referring to the efforts made by his own country, the expert went on to state that book production had risen from less than a million copies in 1959 to 15 million in 1969. This had been brought about solely through changes in the existing economic, political and social structures and thanks to the integration of all sectors of society in the effort. It had been announced that in 1975, production would attain 50 million copies. This revolution in books had been accompanied by a mobilization of the press, periodicals, radio and television, to convince people of the value and the message of the books published. Denouncing outside aid motivated by political ends, the expert asserted that the region needed to revise radically its position, methods and aims, in order to achieve true independence.

Another expert wished the record to show that he did not agree with the political conclusions in some of the remarks made in the previous statement. With regard to his own country, the expert observed that the combined efforts of private and public publishing had considerably increased book production, which had risen from 2 million copies and 430 titles in 1966 to 3.8 million copies and 721 titles in 1968. The rate of increase had been maintained in the first quarter of 1969. Among the reasons for this expansion had been the grant of tax exemptions to publishers, and a substantial reduction (30%) in the price of local paper imposed some time ago by law.

The question of training received considerable attention from various speakers. The need was noted for assisting the training of booksellers and of staff concerned with book production as well as with the graphic arts. After explaining that his country had a flourishing publishing industry and ample graphic arts schools, the expert from Argentina said that publishers in his country wished to co-operate with other Latin American countries by offering fellowships to the school they had set up. He also announced that 12 graphic art institutes in Argentina would also offer fellowships to students from the rest of the region.

Several speakers referred to the need for establishing a distinction between worthwhile books and a flow of worthless, often immoral publications. They stressed the importance of ensuring quality in Latin American books, for the purpose of raising the cultural level of the region.

B. DEVELOPMENT OF BOOK DISTRIBUTION IN LATIN AMERICA

1. National distribution

Distribution was considered to be a vital problem, as had emerged from the statements made by experts during the general discussion. The geography of the region was a hazard to the distribution of books throughout the area. The scarcity of good communications by land had led to increased use of air and sea routes, mostly for the importation of books from abroad.

The meeting reviewed the various channels for domestic book distribution. A comparison was made of the use of book stores and other sales outlets, mail order book sales and other methods of book distribution. Emphasis was placed on the rôle of libraries as a steady market and consequently as a stabilizing influence on book distribution.

Book stores and other sales circuits

Retail book distribution is largely confined to book stores; these tend to be concentrated in the cities, although even here there are comparatively few in the suburban districts. One problem mentioned was the lack of trained personnel for book stores. A speaker urged that book stores be permitted to remain open after normal working hours for the convenience of workers. There were even fewer retail outlets in rural areas. However, efforts to meet this shortage of book stores have been made in the region, including the use of book caravans and mobile bookshops as well as of newspaper and magazine outlets for the sale of books. One expert described a mobile trailer exhibit that was being introduced in his country and would be available for others in the region. It would be set up daily in parks and squares to exhibit and sell books. The enterprise would be carried out by means of co-operation between the Ministry of Education and the Publishers Association in his country.

The experts were informed that some publishers in the region had made efforts to distribute books by mail. The reader either joined a book club, which supplied him with a certain quantity of books a year, or simply ordered a title directly from the publisher on the basis of advertisements. Among the factors that had limited the success of these endeavours were high postal charges for books in many countries and frequently slow mail services. But the experts agreed that the system deserved to be tried out more widely in the future. Several speakers

recommended the establishment of C.O.D. facilities to ease ordering by mail, as well as more extensive credit transactions. They stressed particularly that the current tendency was to sell purely luxury books, produced in artificial and costly editions, rather than to try to sell from door to door inexpensive books of a good cultural standard.

The question of the relations between publishers and booksellers was considered by the experts. There were few wholesaling or jobber organizations in the region. In most cases, there was no policy by which a book store could return unsold copies. As a result, many booksellers did not maintain large stocks of books and required substantial discounts to remain in business. There was a lively discussion on discounts and the consensus was that they should be high enough to enable the booksellers to maintain a uniform international price in the region. Some experts stressed that non-profit institutions, such as universities and other educational establishments, were importing and distributing books to the detriment of the commercial book store. The experts recommended that the gross profit margins (including discounts and commissions) fixed for booksellers by distributors or State authorities should be sufficient to permit a qualitative and quantitative growth of book stores, so as to ensure the fullest development of books in Latin America.

Libraries

An expert pointed out that at present there was only one book for every six persons in Latin American libraries, as opposed to two-and-a-half books per person in libraries in the United States of America and four per person in certain northern European countries. This showed the great importance of library development for the book industry.

The meeting also recommended that Latin America should fix a goal of one library per school, together with the systematic provision of audio-visual materials. In addition, the experts thought that governments should be urged to establish one public library for each community in their countries. Those libraries should be designed particularly to meet the needs of children, adolescents and new literates. One expert mentioned there was in his country a law providing for the establishment of a library in each municipality, but that this law had, unfortunately, not been complied with. It was recommended that governments should consider the possibility of expediting the implementation of this kind of provision.

Lengthy consideration was devoted to experiments aimed at providing networks of reading rooms to supplement libraries. One expert described the experiment carried out in his country, where self-service reading rooms had been instituted in all parts of the country. The participants stressed the value of reading rooms in rural areas, particularly when they were supplemented by mobile units. The meeting suggested that such services be commended to governments as a factor in adult literacy campaigns. It was proposed that, where possible, mobile book services be accompanied by film units and even micro-museums.

The participants referred to the need to promote the publication, not only of textbooks for primary and secondary education, but also of books for the life-long education of adults and of children who failed to complete their primary education. Among those books should be technical and professional publications to help provide the training required for economic development, and libraries should be so organized as to be able to meet that need. In that connexion, the meeting noted with satisfaction that Guatemala, with Unesco's assistance, was to organize a seminar, in 1970, to evaluate the quality of reading material adapted to the needs of life-long education for adults and draw up practical recommendations for book publishers.

The experts agreed unanimously on the need for countries to possess adequate library services and for the extension and intensification of those services to be furthered by all possible means. The meeting thus considered that provision should be made for the development of school and public libraries as an integral part of national educational planning, separate studies being made of those two types of library since their respective characteristics and problems called for specific solutions. It was noted that the planning of library services was a comparatively recent activity and that certain factors had not as yet been adequately assessed. It was therefore desirable that technical assistance in the matter be made available to the countries of the region, and the participants expressed their satisfaction that the proposed Regional Centre for Book Development in Latin America would also be concerned with that aspect.

Another equally important aspect was the appropriate training of librarians. To stimulate and improve that training, it was thought advisable that a regional body be established which might form part of the proposed Regional Centre for Book Development in Latin America. The responsibilities of that body would be as follows:

(i) to improve the quality of teaching staff at existing schools of librarianship in Latin America, through the provision of specialized courses, due care being given to the preparation of texts and other material used in the training of librarians.
(ii) to prepare the necessary bibliographical material.
(iii) to promote the establishment of schools of librarianship in countries where they do not as yet exist, and to help in improving the standard of those already in operation;
(iv) to carry out a programme of research on librarianship training, particularly in regard to curriculum and to new teaching methods including audio-visual aids;
(v) to act as a clearing house for information on professional training activities in Latin America and other regions.

In this connexion, the meeting welcomed the proposal made by the expert from Argentina that the School of Library Sciences at the University of Buenos Aires be used for the above-mentioned purposes, having regard to the fact that the School had prepared an audio-visual course on librarianship at Unesco's request and that it possessed a centre of research on librarianship organized with Unesco's assistance.

Concluding their examination of the question of libraries, the participants invited governments and other interested parties to give due attention to the recommendations of the meetings convened by Unesco for the study of that subject. Such meetings had been held in Mendoza (Argentina) in 1960, in Bogota in 1961, in Quito in 1966, and in Madrid and Antigua in 1968. At all those meetings, and in particular at the Meeting of Experts on the National Planning of Library Services in Latin America, held in Quito, stress had been laid on the importance of the careful planning of library services so as to enable them to fulfil their purpose. Stress had also been laid on the need to promote and expand school and public libraries and it had been suggested that those institutions might be placed under the auspices of Ministries of Education so as to ensure that they were provided with more suitable budgets. At a meeting of experts organized by Unesco in Central America, it had been suggested that 1.5% of the public education budget should be allocated to primary and secondary school libraries, with the aim of providing by 1972 library services for 50% of secondary schools and 25% of primary schools. Moreover, the meeting noted the important implications, for future school library development in Latin America, of the positive results of the pilot project on that subject that was being carried out by Unesco in Honduras with the co-operation of the Honduran Government.

2. Regional distribution

The distribution of books between the various countries of Latin America was the subject of lively discussion during the meeting. It was evident that the possibility of finding markets was the heart of the problem for the smaller countries. The common language allowed of large-scale regional exchanges in Latin America, but that intra-regional trade had not, in fact, developed as it should. Instances were mentioned of leading Latin American authors who had been obliged to seek publishers abroad, which meant that their works were only available in their own and other countries of Latin America as imported books. The truncated pattern of trade had in fact created a situation whereby the smaller countries had to meet their needs almost entirely through imports. The meeting recommended that no country in the region should be excluded from the benefit of the most favoured nation clause in regard to exchanges of books.

A growing tendency towards regional co-operation was, however, perceptible in Latin America, which could be extended to book development. A Latin American Free Trade Association (LAFTA) already existed, and the recent movement towards closer links among the Andean countries followed upon similar activity in Central America and might preface even broader economic integration. The United Nations Regional Economic Commission for Latin America (ECLA) was actively pursuing that aim of regional co-operation, and it should be an effective force in the development of the book industry through the adoption of regional measures, as was evident from the statements which the Executive Secretary of the Commission had made to the meeting. The Organization of American States (OAS) had a continuing programme for regional cultural co-operation throughout the region and it endeavoured to promote exchanges of books.

A number of economic factors had impeded the development of the book trade between Latin American countries. Import duties, foreign exchange controls, import quotas, licensing systems and special taxes were among the obstacles. In this connexion, it was noted that only six countries of the region were among the 60 States that had acceded to the Unesco Agreement on the Importation of Educational, Scientific and Cultural Materials, which provides for the waiving of customs duties on books and for the grant of foreign exchange for the importation of books intended for public libraries. The meeting was of the opinion that accession by the Latin American countries to the Florence Agreement would be beneficial, and it urged wider ratification by them of the Agreement. The expert from Uruguay announced that his Government had taken the necessary steps vis-à-vis the legislative authorities to secure his country's accession to the Unesco agreement.

The participants recalled that at the first Ibero-American book association's congress, held in Mexico City in 1964, it had been suggested that the Latin American Free Trade Association should extend free trade concessions to books from the language zone co-published with publishers outside, provided that such coeditions could not have been produced in a single country. They endorsed other recommendations made by the 1964 meeting for the promotion of the free flow of books throughout the region by eliminating duties and licences, by applying the most favoured nation clause to books, by freeing book payments from currency restrictions and by studying the possibility of establishing an international financial clearing house. Other recommendations included uniform book prices in the region and efforts to lower postal and freight charges on books.

Chronic currency instability made exchanges difficult since the actual cost of a book might change between the time of ordering and its delivery. Norms were needed for the standardization of prices. In addition to this, many countries had imposed

foreign currency controls which inhibited trade in books. While Unesco coupons could help in the purchase of books and other educational, scientific and cultural materials, they were limited in quantity by the extent of Unesco's hard currency reserves.

The question of the availability of currency for the purchase of books, particularly scientific and cultural works, was important. Consequently, the participants welcomed the approach made by Unesco to the United Nations Conference on Trade and Development (UNCTAD) for the finding of solutions to the problem of shortages of currency for the purchase of books. Unesco intended to make similar approaches to the General Agreement on Tariffs and Trade (GATT) for the reduction of tariffs not only on books but also on the materials needed for book manufacture.

Postal charges for books varied among countries in the region. It was pointed out, however, that the special survey carried out by the Postal Union of the Americas and Spain, preparatory to the present meeting, had shown that the main exporting countries within the region were also those which had the lowest postal rates for books. In that connexion, the meeting noted with satisfaction that Unesco had prepared proposals to be presented to the Congress of the Universal Postal Union, in Tokyo, for the lowering of postal charges on books.

The question of postal charges was linked with other transportation charges. Since books were more often transported by sea and air than by rail or road, the cost of transportation by the former means was an important factor in distribution. It was noted that communication by ship and plane with Europe and North America was often faster and cheaper than among countries within the region. The meeting was informed that Unesco proposed to submit proposals for lowered air freight rates for books to the next Traffic Conference of the International Air Transport Association (IATA), in 1971.

A further obstacle to trade within the region was constituted by the lack or inaccessibility of statistics concerning the importation and exportation of books. There was also a need for a more extensive interchange of information on credit.

3. The free flow of books to and from the region

Domestic production of books in Latin America is supplemented in large measure by books from abroad. The fact, noted earlier, that the national languages of Latin America are also those of some of the world's principal book-producing countries is of considerable importance and has created favourable conditions for the flow of books to the region.

The documents prepared for the meeting showed that Spain and Portugal were the chief suppliers to the region, together with the United States of America. A much slighter volume came from France, the Federal Republic of Germany, Italy, Japan, the United Kingdom and the USSR. While there was also a small but growing Latin American export market, with Spain and the United States as the chief customers, all the countries of the region, with two exceptions, had balance of payment deficits with regard to books.

The experts recognized that the expanding demand for books in Latin America had reached such proportions that both book imports and domestic production would clearly have to be increased in the near future. Both supply sources would have to become considerably larger in the coming years, on account of the rapid growth of population and of rising literacy rates. The basic problem, in the view of the experts, was to achieve an appreciable speeding up in the development among Latin American publishers of their regional book production and distribution, so that, as soon as possible, Latin America might meet the largest possible proportion of the demand.

Observers from countries which are exporters of books to Latin America described their experiences in this regard. They referred to efforts made to adapt exported books to local needs. They agreed that many of the problems faced by the Latin American book industry were common to all countries. They expressed their desire for increased imports by Latin America, and offered continued aid for book development to the extent that their resources permitted. The observer from the International Publishers Association urged that more countries in Latin America join the Association as a means of furthering their participation in the world market.

The expert from Peru announced that his country would be celebrating the 150th anniversary of its independence in two years' time, and he invited Latin American publishers to meet at Lima, in 1971, to examine the progress made in regional activities, and draw up plans for the future. He suggested that the meeting in question might be combined with a Spanish American book fair in his country.

On the subject of anniversaries, the meeting went on record as extending its congratulations to two national organizations which had contributed greatly to Latin American book development. Both anniversaries were in September, one being the 25th anniversary of the Casa de la Cultura Ecuatoriana and the other the 35th anniversary of the Mexican publishing house Fondo de Cultura Económica. Hearty congratulations were extended in the latter case to Dr. Daniel Cosio Villegas and Dr. Arnaldo Orfila y Reyna, the founders and organizers of that publishing enterprise.

C. DEVELOPMENT OF NATIONAL BOOK PRODUCTION

The experts were of the opinion that the problem of developing national book production should be viewed

in the light of the new production techniques currently available, which had made possible the mass production of books on an unprecendented scale.

Latin America, with its population masses speaking common languages, lent itself to large editions at low prices. There were, however, relatively few such editions in the region. Some series of high quality were produced in fairly large quantities, particularly in the spheres of the dissemination of science and technology and in that of literature; but sales were too small to enable prices to be lowered sufficiently to come within the reacn of a mass market.

The question of prices was related to the cost of production of books. One element directly connected with costs was the price of paper, since that had become the main cost factor in book production in Latin America. The Food and Agriculture Organization (FAO) had submitted to the meeting a document in which it was estimated that Latin America produced 27% of the newsprint it consumed as well as 74% of its paper for printing and writing. The FAO had predicted that by 1985 the region might be in a position to meet all its requirements for book paper.

Prices for domestic paper, however, were usually higher than for imported stocks, despite the high customs duties that were commonly levied on that raw material. One speaker observed that imported paper could often be used more efficiently. In part this was due to the use of short-staple fibres. A participant pointed out that some governments favoured the importation, free of high duties, of newsprint; that did not, however, apply to paper for books. He urged that governments be persuaded of the importance of book paper. Two speakers proposed that Latin American countries explore the possibility of joint purchases of paper at lower prices. At the conclusion of the discussion on paper, the meeting recommended that FAO and ECLA should intensify their efforts with regard to the production of paper, in Latin America, at prices comparable with those obtaining on the international market. The hope was also expressed that those organizations would consider the possibility of assisting in the financing and stimulation of such production, including that of paper produced from short-staple fibres.

Printing machinery and inks were also usually imported and, as a result of currency restrictions, printers often lacked the most up-to-date equipment. Frequently, they did not plan for optimum use of available facilities. Equipment for offset printing and photo-composition was needed, to achieve the required speed and flexibility. The cost of book production was such that a number of Latin American publishers had often found it more economical to have their books printed abroad.

One expert referred to the fact that in the past few years modern technology had brought the various mass communication media to an extraordinary pitch of perfection. Films, radio, television and the illustrated periodicals so much in vogue were increasingly influencing and conditioning the public. There could be no doubt that these media, if properly used, could constitute powerful instruments for education and cultural advancement. It was perhaps that fact that had prompted some people to predict the decline of books and the regrettable consequence of failure to appreciate the value of books and their function. It was obvious, however, that there were no real grounds for such reasoning, since any serious and profound intellectual activity, whether in scientific research or literary creation, would always involve the exercise of reason, the elaboration of concepts and an area of reflexion going far beyond the initial impact made by radio, films and television. Certain illustrated periodicals virtually devoid of reading matter, and a mass of books (a mixture of pornography, violence and crime) with which news-stands and other premises were flooded, constituted a sub-literature that was harmful to the development of critical faculties and awareness in children, young people and adults throughout the continent, and that diminished the prestige of books and distorted their true function.

Educational books

The meeting considered that the general situation regarding educational books required improvement. Some speakers criticized textbooks prepared outside the region, on the grounds either that they were unsuited to local conditions or that they were so neutral in tone that they failed to stimulate pupils; those criticisms were particularly applicable, in the expert's view, to books for primary education.

Some participants from the English-speaking countries emphasized in that connexion the need for inexpensive locally-produced primary teaching materials. They urged that the team-writing of textbooks be employed wherever possible. That suggestion was endorsed by the observer from the World Confederation of Organizations of the Teaching Profession (WCOTP) and by other experts who recommended that equal attention be also given to audio-visual teaching materials.

One speaker outlined a series of measures that could be undertaken to improve the quality of school books, suggesting, more particularly, that the respective governments of the region define a national policy in regard to textbooks. The expert also recommended that national and regional writing teams be set up by governments and publishers, to prepare primary textbooks on reading, social studies, and possibly the natural sciences. She also recommended that such books be considered in terms of series with interdisciplinary approaches. Finally, the expert called on publishers to maintain systematic and close relations, in preparing textbooks and supplementary reading material with educators, librarians and others experienced in the matter. High standards would thus be ensured and the reading habit would be inculcated at an early age.

Several speakers described experiments with

the joint writing of textbooks on a national and regional basis and expressed their satisfaction with that procedure. One expert emphasized, however, that where textbooks were prepared on a regional basis it was important that national bodies should have powers of control and approval.

The experts then turned their attention to the question of the selection of educational materials. In some cases, the books were selected by the central, provincial or local government. In others, the choice was made by teachers or by the educational authorities. Some speakers thought it inadvisable for governments to have a monopoly of school book production. Others pointed out that it was too expensive to deal with private publishers. A number of experts expressed their opposition to the use of a sole book for each subject and urged that a selection from among several titles be made possible.

The question of providing free textbooks gave rise to lively discussion. Although the experts were generally in favour of providing school books without charge, a number announced that at the present time it would be impossible for their countries to implement such a policy.

General publishing

The relation between general publishing and educational publishing was difficult to establish in the case of Latin America because of the paucity of statistics. It was considered desirable to establish separate targets for those two types of publishing activities. It was recommended that the proposed Regional Centre at Bogota should concern itself with the improvement of book statistics in Latin America, in close co-operation with Unesco.

In regard to the kinds of books produced, literary production accounted for about 11% of the region's total output. The number of titles varied considerably from one country to another, but statistics showed that their life-span was short and that literary works were rarely reissued.

Children's books resembled books for new literates in that both were designed to educate and to inculcate the habit of reading. The scarcity of public and school libraries, that usually constituted the main markets for children's books, which were comparatively expensive, restricted the volume of production.

Several speakers expressed their concern at the low quality of many of the books offered for sale in Latin America. It was suggested that incentives should be provided for publishers to issue better books. One proposal related to the desirability of making greater use of national authors; tax rebates, including total exemption from income tax, might be offered to publishers utilizing more than 30% of local writers. A speaker observed that his country was too small to possess many writers; he urged that technical training and financial assistance be made available to potential authors.

Some speakers referred to the need for providing general reading material that would be particularly attractive to new literates. The experts agreed that, in that respect, much remained to be done. It was not only a question of providing new literates with educational materials, they must also be given some intellectual stimulation and an opportunity for making use of their leisure time.

Copyright

The starting point for the discussion on copyright was a proposal by the expert from Brazil requesting that Unesco use its good offices with the developed countries to secure the grant of separate copyright treatment in the case of Brazil. A number of experts opposed this suggestion as a step towards the fragmentation of copyright. Several explained that it would be impossible for them to issue large editions if they were unable to count on the entire Latin American market. Moreover, small countries would be particularly adversely affected. Other experts maintained that the separation of copyright treatments would be detrimental to the concept of integration by which the whole meeting was inspired, and would hinder, rather than promote, the free flow of materials. After an animated debate, the experts decided to pronounce against the negotiation of separate copyright treatments based on territory or language except in the special case of Brazil, which would be examined later. It was also recommended that countries which had not acceded to the Berne Convention and the Universal Copyright Convention should study the possibility of doing so.

With regard to more general copyright questions, one speaker explained that the basic problem was the opposition between developed and developing countries. He argued that the developing countries were thwarted in their efforts to expand publishing and to obtain access to the sources of world culture by their inability to obtain rights in respect of certain books. Other speakers said that they had experienced few difficulties in that regard but that they were concerned with piracy of works they published.

The meeting was informed that Unesco had long been interested in devising a system that would enable the developing countries to have easier access to protected works without jeopardizing respect for authors' rights. In 1952, the Organization had sponsored the Universal Copyright Convention which was somewhat more flexible than the older Berne Convention. At the last session of the General Conference of Unesco, Member States had adopted a programme calling on developed countries to grant copyright facilities to developing States. In implementation of this programme, the Director-General had requested Member States to supply lists of books that would be available for special consideration as well as lists of titles needed in the developing countries. It was expected that the Director-General would propose at the next session of the General Conference

that Unesco should act as a clearing house for the continuing exchange of information on those books, which would be outside regular copyright coverage. In addition, the question of an international system to meet the needs of developing countries was to be examined by a working party which would include representatives of Unesco and of the Secretariats of the two Copyright Conventions, as well as delegates from 26 countries. That meeting, to be held from 29 September to 3 October 1969 in Washington, would also explore ways of resolving the problems posed by the existence of two international copyright conventions. The outcome of the meeting might be a revised International Copyright Convention. Participants expressed their satisfaction with the foregoing measures taken by Unesco.

After noting that most Latin American countries had adopted satisfactory copyright legislation, several speakers drew attention to the fact that authors were not always aware of the protection provided. One speaker described how his country had set up an autonomous body, linked with the Ministry of Education, to assist in the negotiation of authors' contracts, to act as a conciliator in cases of disagreement and as an advisory body for the protection of both parties in copyright questions.

D. TRAINING AND RESEARCH

Training

The vital importance of improving training programmes for publishers, booksellers, librarians and printers was frequently stressed in the course of the meeting. While participants referred to the many problems of a technical nature, no occasion was missed to point out that even the best equipment in the world would be of little use, if the personnel employed in the book industry was not equal to its task. That applied not only to technical staff but also, and perhaps even more, to those who had to devise publications programmes and ensure that sales of books, both at the national and at the international level were kept at the highest possible levels.

A number of participants suggested that the proposed Regional Centre for Book Development in Latin America should give very high priority to the systematic study of training problems, at all levels and in all areas relating to books. On the basis of these studies, it would be possible to make estimates of the numbers of different staff required, with long-term projections. It would also be possible to evaluate the extent to which existing training facilities were fulfilling their purpose, from the point of view both of quality and of quantity, and to determine what their future expansion should entail.

From the statements made by experts, it was evident that, even if certain Latin American countries had suitable training facilities, that applied as a rule only to certain branches, and in any case, huge disparities existed between one country and another and between one branch and another. It was highly desirable, therefore, that those countries or institutions which were in a position to do so should offer assistance to others, with a view to a general raising of the level of present activities relating to training.

Several participants pointed out that practical possibilities for the above-mentioned type of mutual co-operation already existed. For example, the expert from Argentina, acting upon a specific request from the Rector of the University of Buenos Aires, Dr. Andrés A. Santas, informed the meeting that the aforesaid university offered fellowships to nationals of other Latin American countries who might wish to follow the Career Course for Librarians. It was also feasible to apply for fellowships for study in Argentinian graphic arts schools - of which the country had twelve - and in the School for Booksellers, unique of its kind in Latin America, which had been organized under the auspices of the Argentinian Publishers Association and was financed by grants from private publishing houses.

The experts from Cuba and Colombia and the observer of the Government of Spain indicated that their respective countries would favourably consider requests for fellowships, in relation to the training of writing, translating, design and library staff in the case of Cuba; the training of graphic arts personnel in the case of Colombia; and the training of personnel for the various branches of the publishing industry in the case of Spain.

Several participants referred to the excellent results achieved by means of the audio-visual course in librarianship, which had been prepared, under Unesco's auspices by the School of Librarianship of the University of Buenos Aires, and which, in response to requests received by Unesco, had been given in several Latin American countries. It was recommended that, in view of the excellent intellectual and technical level of the course, it should be widely used throughout Latin America to provide professional training for librarians in countries or territories where there were no schools of librarianship.

Lastly, the meeting recommended the preparation, as soon as possible and with Unesco's assistance, of a supplement to the above-mentioned audio-visual course, which might help to alleviate the serious problem occasioned by the severe shortage of teacher-librarians in countries of the region which are making efforts to develop school library systems.

Research

Following their consideration of training problems, the participants stressed the close relationship that should exist between training and scientific research, as complementary activities which reinforce one another.

The meeting voiced its deep concern at the fact

that at the present time, and although various countries of the region were already engaged in important publishing activities, scientific research on phenomena relating to books was virtually non-existent, since, apart from work carried out with specifically commercial aims, universities and other appropriate institutions had not as yet taken any great interest in the matter.

In the opinion of several participants, it was therefore important and urgent that professional organizations belonging to the book world, and in particular those of publishers and booksellers, should get into touch with universities and other research institutions for the purpose of studying ways in which scientific research relating to books could be intensified. The suggestion was made, moreover, that at the present time, when Latin America was facing delicate problems in its endeavours to achieve a well-balanced economic and social development, it would be advisable to give higher priority to studies on the rôle of books in relation to those problems, rather than to research of an artistic or speculative nature, which had already received considerable attention in the region.

E. BOOK PROMOTION

The experts observed that the press, radio, films and television could be used to stimulate an interest in books. Studies were also needed of the methods that could most usefully be employed to publicize books and encourage the reading habit. Book reviews and criticisms, as well as special articles on authors, had been used successfully for that purpose. At the same time, specialized bibliographical publications could constitute the basic means of providing the public with information on available titles. It was suggested that the mass media of communication should also be used for official publicity, relating not only to book titles but also to the importance and value of reading. One speaker suggested that a criterion be established concerning the percentage of the sales price of a book that should be devoted to promotion. Others emphasized that it was essential to use all available means to stimulate reading among children, since an early reading habit would last through a lifetime.

The expert from Argentina announced that the publishers association in his country had contributed books to Central America for the purpose of stimulating reading. The expert from Chile offered to make further books available.

Most Latin American countries held fairly large book fairs, and some of them had celebrated book days or book weeks, although not always on a regular basis. Governments also had tried to aid publishing in their respective countries by offering literary prizes and fellowships.

Specialized bibliographical publications were an important adjunct to book promotion; they could serve to inform the general public as well as publishers, booksellers and librarians. The experts were in agreement regarding the importance of bibliographies and the need to do more to stimulate their preparation on a national and international basis, without excluding any country in the region.

It was mentioned that national book deposit laws were a first step in that direction. Most Latin American countries had such laws, but in applying them in practice there were many exceptions. One speaker, noting that many Latin American authors had their books printed privately, suggested that printers as well as publishers be required to prepare the bibliographic material and submit it to the government. The meeting was told that, as a stimulus to such indexing, all Unesco books would henceforth contain bibliographic information in the same format as standard library index cards.

Regional bibliographies could also be extremely helpful. One speaker drew attention to the existence of a Spanish bibliography designed for use in an electronic computer. The observer from Spain suggested that it might be possible to use the same method for the compilation of a bibliography covering all Spanish-speaking countries. An informal working group was set up by the experts to examine that possibility. On the basis of the working group's report, the participants in the meeting decided that the compilation of such a bibliography was urgent and indispensable. The following problems required further study:

(i) preparation of a regional bibliography;
(ii) preparation of national bibliographies;
(iii) the technological problems involved therein;
(iv) compilation, production, distribution and financing of the aforesaid bibliographies;
(v) the possible use of "book numbering" in those bibliographies;
(vi) the advisability of defining the technological bases for the bibliography so that it might possibly be integrated into the Shared Cataloguing Project.

The meeting was of the opinion that it was not qualified to find proper solutions to all the above problems and it recommended that a further working group be set up, after the meeting, to study the matter. It was suggested that the group might consist of participants from Spain, Argentina, Mexico, Chile, Colombia, Cuba, Costa Rica and St. Lucia, and that it might also study the integration of bibliographical material from the English-speaking and French-speaking parts of Latin America. The experts considered that the Spanish National Scientific and Technical Information Service should act as a secretariat for the group, and that Unesco should continue to co-operate in the inquiries.

The experts recommended that the countries represented, and the Philippines, provide, through publishers associations and other book trade groups, documents identifying problems and suggesting solutions in connexion with the establishment of regional

and national bibliographies. That information should be sent to the Spanish National Scientific and Technical Information Service by 1 January 1970. A meeting of the working group would be held in February 1970 to take final decisions. The financing of that meeting would be the concern of the respective countries and of interested professional and trade associations. It was hoped that international organizations would also provide economic assistance to facilitate the holding of the meeting.

F. PROPOSED REGIONAL CENTRE FOR BOOK DEVELOPMENT IN LATIN AMERICA

At the beginning of the debate on the above item of the agenda, reference was made to the long time that had been needed to bring to fruition the very important proposal made by Colombia in 1967 for the creation of a Regional Centre for Book Development in Latin America.

The Chairman informed the meeting that a working party had been set up to examine the subject and make recommendations to the plenary meeting. The working party had met twice, attended by experts and technical advisers from the following 15 countries: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Honduras, Mexico, Panama, Peru, Uruguay and Venezuela. The report of the working party had been distributed to participants.

The Chairman pointed out that, as a result, consideration of the item of the agenda in question would be based not only on the document submitted by the Government of Colombia, entitled Preliminary Project for a Regional Book Centre in Latin America (COM/CONF/6/5), but also on the report of the working party.

The preliminary project prepared by the government was described by the expert from Colombia, who recalled that his government had been in consultation with the Unesco Secretariat, through the Minister of Education and the Colombian Delegation to Unesco in Paris since 1967 with regard to the way in which Unesco's book development programme could be extended to Latin America as from the 1969/1970 biennium. The result had been not only the decision to convene the present meeting, but also the possible establishment of a regional centre to promote book production and distribution in Latin America.

The expert recalled the offer made at the inaugural session by the Minister of Education, on behalf of the Colombian Government which suggested that Bogota be considered as a possible headquarters for the proposed Centre, in accordance with the Colombian Government's offer of a practical contribution.

The expert stated that the Colombian offer included:

(a) fixed capital investment, and
(b) partial financing of the operating expenses of the proposed centre.

The fixed capital investment was outlined in document COM/CONF/6/5 as:

Capital investment (at the Centre for Graphic Arts of the National Apprenticeship Service (SENA))	$ US
Land, building, existing machinery approx.	500,000
Machinery and equipment in process of being acquired approx.	250,000
Land and construction of new administrative premises approx.	250,000
Total capital investment	1,000,000

The expert explained that decisions concerning both the selection of personnel for the proposed Centre and the determination of other types of operating expenditure would be made once the project had been set up in final form; at that point the government would also indicate the operating expenses for which it could make itself responsible.

Following the foregoing statement, the chairman of the working party which had examined the project presented the working party's report. On the basis of that report, which was slightly amended by the plenary meeting during an animated debate in which a number of experts and technical advisers took part, the meeting adopted the following recommendations concerning the item of the agenda under consideration.

Participants were in agreement that the Centre was not only necessary but, indeed, opportune and indispensable, since the intellectual, economic and social advancement of Latin America called for the maximum development of the production and distribution of books, and the combining of forces for the solution of the varied and complex problems entailed by those activities at the present time.

That wide range of problems derived from the uneven development of the book publishing industry and the distribution of books in the region. The experts confirmed the existence of three broad areas:

(i) countries possessing a substantial book publishing industry;
(ii) countries where the book publishing industry was beginning to develop and where, due to the existence of a number of potential resources, it might well become substantial;
(iii) countries where the relevant potential resources had not yet been sufficiently exploited.

Bearing in mind the special characteristics presented by Latin America, the experts stressed the desirability of establishing the Centre as the most appropriate means for arriving at a better understanding and an effective solution of the problems in question.

Aims

The working party considered that the Centre's chief aim should be the promotion of book production and distribution in Latin America, including the

encouragement of the reading habit, more particularly through educational planning at national level and its essential complement of appropriate national systems of school and public libraries.

Objectives of the Centre

The working party, after examining Part III, item B of document COM/CONF/6/5, and making an exhaustive analysis of its contents, recommended that the objectives of the Centre should be as follows:

(i) to take all the necessary measures to achieve the development and harmonization of the Latin American book market, in such a way that it could eventually be transformed into a common market;

(ii) to draw up plans for the training, qualification and technical improvement of staff at the different levels of the publishing and distribution sectors;

(iii) to defend copyright, to further its implementation, and to conduct studies related to authors' rights, with particular reference to the specific problems in each country which impede the application of the international agreements on this subject; and, with the aid of Unesco, to assist in the search for feasible arrangements, calculated to ensure that copyright shall not become an obstacle to the development of the publishing industries and the access of the Latin American peoples to the sources of universal culture;

(iv) to assemble and make available to the Latin American countries statistics and documentation relating to the production, distribution and use of printed matter. In carrying out this work, any problems arising from the language barriers in regard to countries such as Brazil, those in the English-speaking Caribbean area, and Haiti, must be overcome.

(v) to carry out systematic studies of reading habits, levels and interests, and of the quality of publications, specially those intended for children, youth and for adolescents and for the life-long education of adults;

(vi) to carry out studies at various social, economic and educational levels, designed to devise the most suitable strategy for the promotion of the reading habit;

(vii) to encourage, as part of overall educational planning, the planning of school and public library services at national level, and to collaborate in the implementation of these plans, in accordance with the social and economic conditions in each country. Within this context the Regional Centre should, in addition, foster the training of librarians, teacher librarians and administrators of national public and school libraries;

(viii) to encourage the setting up of national organizations for book promotion, with the help of such local institutions, both public and private, as may wish to co-operate in this enterprise;

(ix) to endeavour to secure the periodical and regular preparation of a current bibliography of works in Spanish, Portuguese, French, English and other languages spoken in Latin America using electronic computers.

Structure

The experts considered that the Centre's organizational and legal aspects should be left to be studied in detail by the host country in co-operation with Unesco.

Owing to the complexity of the Centre's objectives and to the different stages of development of the countries in the groups mentioned above, the working party thought it essential to make rational use of the institutional and human resources existing in the various Latin American countries. For that reason, the working party advocated a policy of centralization in regard to the planning aspects of the Centre's work and of decentralization in regard to the execution of programmes, according to the possibilities and facilities available in each country of the region.

Participation of the countries of Latin America

The working party stressed the need for all the Latin American countries to have the opportunity of being represented at the Regional Centre.

Advisory Board

The experts pointed out the desirability of the Centre's having an advisory board, whose membership and sphere of competence should be determined in consultation with the countries concerned.

Co-operation with other organizations

The working party considered that the statutes of the Centre should provide for the effective participation and co-operation of national, regional and international institutions, including international and national non-governmental organizations interested in the matter. Special reference was made in that connexion to the Latin America Free Trade Association (LAFTA), the Central American Common Market, the Andean Pact, the Instituto Centroamericano de Libros de Texto, and the Asociación de Lengua Española, and to the possible establishment of permanent relations with those organizations and institutions.

Flexibility of the system of work

There was general agreement that the organization of the Centre should be sufficiently flexible to enable suitable solutions to be found to the priority problems posed by the different aspects of the publishing industry, of book distribution and of the promotion of reading in

the Latin American countries, having regard to the variety of levels of development in the different countries.

Financing

The working party welcomed with warm gratitude the generous and disinterested offer made by the Government of Colombia to finance part of the Centre's activities.

The experts thought it might be suggested to the governments of the Latin American countries that would benefit from the project, that they contribute to the financing of the Centre as far as their resources allowed and in accordance with the organizational pattern decided upon. That assistance might take the form, among others, of regular contributions, the paying of local expenses of experts, the financing of local programmes of regional concern, and the grant of fellowships and facilities for study.

There was agreement among the experts that national, regional and international organizations, both public and private, interested in the activities of the Centre, should be invited to consider the possibility of contributing to its financing.

The representative of the Government of Colombia informed the working party that his government had approached the United Nations Development Programme with a view to obtaining technical and financial assistance for the establishment of the Centre. The experts considered it essential that the Government of Colombia should continue those negotiations, in close co-operation with Unesco.

Host country of the project

The participants recommended unanimously that the headquarters of the proposed Regional Centre for Book Development in Latin America should be set up in Bogota, accepting the generous offer of the Colombian Government. In expressing that wish, the meeting stressed the essential part played by Colombia in the cultural, linguistic and literary life of the continent.

Following this unanimous expression by participants of agreement with the proposal for the establishment of a Regional Centre for Book Development in Latin America, with its headquarters in Bogota, several experts took the opportunity of referring to the extraordinary importance of the project for the future of book development in Latin America, and of making, or repeating, offers of co-operation and participation in the range of activities foreseen, some of which, as had been specified, were to be decentralized.

For their part, the observers from the Organization of American States, and the International Publishers Association, and the observer representing the Government of Spain, offered firm support for the project.

The representative of the Director-General of Unesco conveyed to the meeting his congratulations on the unanimity achieved in its consideration of the proposal made by the Colombian Government for the establishment of a Regional Centre for Book Development in Latin America, with headquarters at Bogota. He reiterated Unesco's deep appreciation of the generous offer made by the Colombian Government to provide the premises and facilities for a Regional Centre.

II. CONCLUSIONS AND SUGGESTIONS

The meeting wished to record the main conclusons and suggestions emerging from its discussions. While several of the suggestions made in the course of the discussions would be found earlier in the report, the meeting wished to summarize the main lines of action proposed and to commend them earnestly to all concerned. The participants wished to express their conviction that a concerted book development programme for Latin America would make a substantial contribution to social and economic progress in the region. The keynote of such a programme would be regional co-operation.

Latin America already possessed a book industry, although the region as a whole had not yet won in the book world a place consonant with its potentialities. Some of the smaller countries, in particular, had encountered obstacles due to the limited markets available to them. Rising literacy rates, an increasing interest in reading, the existence of important cultural centres, and a long literary and publishing tradition, provided the necessary bases for further development of national publishing industries; a series of obstacles to the free flow of books would, however, first have to be overcome.

The suggestions set forth below are addressed not only to Unesco but also to Member States situated both in the region and outside it, as well as to other international organizations and professional bodies. These suggestions deal successively with (i) development of national book distribution; (ii) development of national book production; (iii) training and research; (iv) book promotion; (v) the removal of all obstacles to the free flow of books between countries in the region; and (vi) the proposed Regional Centre for Book Development in Latin America.

A. DEVELOPMENT OF BOOK DISTRIBUTION

The meeting was of the opinion that action should be taken to improve book distribution within countries of the region and between these countries, as well as inside and out of the region as a whole. Some suggestions related to all those forms of distribution.

It was highly important that books should be able to circulate at the lowest possible cost, so as to ensure their wide diffusion and use. To that end, it was necessary to remove all obstacles to the free flow of books and of audio-visual materials. Such action could be taken at governmental level, but the support of national and regional institutions would also be desirable.

More specifically, it was suggested that those governments of the region which had not acceded to the Unesco Agreement on the Importation of Educational, Scientific and Cultural Materials should do so without delay. The meeting noted that only six countries in the region were currently parties to the Agreement: Cuba, El Salvador, Guatemala, Haiti, Nicaragua, and Trinidad and Tobago. The meeting considered that the Unesco Agreement in question constituted a basic instrument for the promotion of the free flow of books, and it strongly recommended accession by all the countries of Latin America.

The meeting also recommended that the Latin American countries should endeavour to reduce tariffs, wherever they existed, on materials needed for the installation of national publishing industries; including paper, printing equipment and graphic arts materials. It suggested that Unesco should approach the General Agreement on Tariffs and Trade (GATT) for the reduction of duties on books and materials for book production. It recalled with approval the recommendation of the Ibero-American Congress of Book Associations, held in Mexico City in 1964, which had requested the application of the most favoured nation clause with regard to books.

The meeting further suggested that an attempt should be made to ease the shortage of foreign currency for the purchase of books by adopting measures which would help to ensure greater flexibility in international payment arrangements, endorsing in that connexion the recommendation made by

the Ibero-American Congress of Book Associations, held in Mexico City in 1964. It was also decided that approaches should be made to the Inter-American Development Bank (IDB), as well as to all other international bodies concerned with the problem and to those non-profit-making foundations that were interested in the spread of culture, so that they might consider and propose a system designed to meet the needs referred to.

The meeting recommended, moreover, that Unesco should draw the attention of governments to the desirability of providing State aid, through their banks and other financial bodies, to facilitate the granting of long-term loans for the increased development of domestic publishing industries.

Finally, Latin American Member States were urged to support the proposals made by Unesco to the United Nations Conference on Trade and Development (UNCTAD) regarding arrangements which might be made for the purchase in local currencies of books, particularly scientific and technical works.

The participants noted with satisfaction that Unesco contemplated submitting to the next traffic conference of the International Air Transport Association (IATA) proposals regarding lowered freight rates for books. They agreed that national airlines in Latin America should be urged to endorse those Unesco proposals.

Turning to the question of postal charges, the meeting welcomed the fact that Unesco intended to submit proposals to the Universal Postal Congress, to be held in Tokyo in October-November 1969, for lowered postal rates on books. The participants urged Member States in the region to support those proposals and apply, on the most liberal possible basis, the optional provisions on international book rates resulting from that Congress. At the same time, the experts suggested that the Postal Union of the Americas and Spain (PUAS) should examine the Tokyo recommendations concerning books with a view to their most effective implementation within the region. The PUAS might also carry out further special studies on postal rates affecting the flow of books within the region, with the object of reducing such rates and providing increased facilities for the transport of books by post.

The meeting also suggested the adoption of measures for the improvement of national book distribution in the countries of Latin America. Such measures should be aimed at extending the network of bookshops and other sales outlets to cover all sections of urban communities, including working-class districts, and also rural areas. If that could not be done through the use of traditional means, it was proposed that efforts be made to use book caravans as well as newspaper and magazine sales outlets to obtain wider distribution.

The experts recognized that mail order distribution and book clubs had achieved considerable success in assuring nation-wide distribution. They recommended that further experimentation with such methods be undertaken in Latin America.

Libraries

The meeting recommended that in integral plans drawn up for book development in Latin America, whether at the national, sub-regional or regional level, the highest priority should be given to the development of libraries in general, with special emphasis on public libraries and school libraries, as a means both of furthering reading and of inculcating the reading habit. It was pointed out that library planning should be considered as a part of overall educational planning.

The meeting warmly welcomed Argentina's offer to set up a Regional Centre of Library Sciences at the University of Buenos Aires and decided to recommend that Unesco study the possibility of supporting this project which, it was expected, would benefit from technical assistance offered by some Member States.

The meeting recommended that in seeking library expansion, individual countries should consider new, bold and imaginative projects to supplement the library system with services designed to facilitate access of the entire public to books, paying particular attention to those sectors of the population whose incomes were small. Experiments that were already taking place in some countries should be evaluated, including those for the provision of self-service reading rooms at strategic points throughout the nation, mobile book services (possibly accompanied by film units and even micro-museums) and similar schemes.

A related point was the need for special projects to bring books to those areas - rural or urban - where a special effort was being made (e.g. pilot projects) to increase economic activity in vital sectors. In those cases, specialized library services, fixed or mobile, should be made available to the communities taking part, the accent being principally on technical and professional reading materials, including technical periodicals.

In specific connexion with school libraries, the meeting endorsed, in its wider application to the whole of Latin America, the target set by the Meeting of Experts on the Development of School Libraries in Central America (Antigua, Guatemala, 1968). It urged that Ministries of Education should at the earliest possible moment, allocate a minimum of 1.5% of their total budgetary resources to national school library services. Ministries of Education which did not yet possess school library services should establish them as soon as possible with whatever resources were available. The countries concerned could then seek Unesco's assistance and guidance in the expansion of those services.

In that regard, the meeting recommended that Unesco should continue to co-operate with the Government of Honduras in the development of the experimental project concerning school libraries and the training of school librarians in Central America, and that all Latin American countries

should make the fullest possible use of the experience gained from that project.

Bibliographies

The meeting urged that Unesco should co-operate with the Servicio Nacional de Información Científica y Técnica of Spain in the earliest possible establishment, in conjunction with the Latin American countries, of a current bibliography using computer techniques. The meeting recommended that careful study be given to the possibility of inviting all the countries in the Latin American region and the Philippines to take part in that activity.

B. DEVELOPMENT OF BOOK PRODUCTION

The meeting noted with concern that the internal production of books, for the region as a whole, was below the world average, although that might not apply to particular countries. It was essential, therefore, to devise methods and techniques for increasing national publishing output. It was also necessary to make greater use of new techniques for the mass production of books, so as to be able to produce large editions at low prices.

The meeting recommended that each country should define a national book policy. Systematic national planning was needed which, in the view of the experts, should incorporate all the necessary procedures for forecasting the quantity of books required in the years ahead. That evaluation might cover requirements in textbooks and other related teaching materials, on the one hand, and general books, on the other. Unesco should, upon request assist countries in thus assessing their future requirements, with particular reference to the establishment of a national policy for textbooks. In all meetings in Latin America concerned with education, efforts should be made to ensure that due consideration was given to the question of textbooks and related teaching materials. It was also proposed that, during the celebration of International Education Year (1970) in Latin America, books should be given their due importance.

In regard to the development of the production of basic textbooks for primary education, the meeting recommended that governments and publishing houses in Latin America should encourage the writers of such books by the formation of national or regional teams of Latin American authors. It also advocated that the choice of subjects should be based on systematic studies of the shortcomings to be found in national textbooks.

Still on the subject of textbooks, it was recommended to governments and publishing houses that those books should be (a) planned in continuing and progressively graded series, and (b) prepared by interdisciplinary teams of authors.

Lastly, publishers, whether of textbooks or of books for children and young people, were urged to establish permanent working relations with educators, librarians and other persons or institutions that might assist in bringing about the greatest possible improvement in the quality of those materials. Such co-operative activities should include joint scientific research on subjects such as reading habits and reading capacity.

The meeting, aware of the dire need of the English-speaking Latin American countries for inexpensive, locally-produced textbooks and teaching aids for both primary and secondary schools, recommended that Unesco should co-operate with and assist the Institute of Education of the University of the West Indies in all its efforts to develop and distribute textbooks and other educational materials appropriate to those countries.

It was obvious that, even with increases in production, some of the smaller countries of the region would only be able to develop viable publishing industries if they pooled their resources, by means, for instance, of co-publishing arrangements.

Bilateral aid programmes also afforded notable opportunities for assistance in the expansion of book industries. Several such programmes were already being carried out in various countries of the region, but there was considerable scope for further assistance of that nature. It was suggested that Unesco might assist in the adaptation of bilateral aid programmes to meet changing needs.

The experts recognized that adequate financing was essential for the development of publishing industries. Long-term financing was needed for fixed capital investments, while short-term loans were more appropriate for meeting recurring expenditures. The participants urged that requests for long-term, low-interest loans should be submitted to the International Bank for Reconstruction and Development (IBRD), the International Monetary Fund (IMF), and the Inter-American Development Bank (IDB). It was thought that bodies responsible for the financing of national development might be of particular assistance in that respect, as might also bilateral aid programmes. It was agreed to ask Unesco to use its good offices to ensure that such aid was made available on a systematic basis.

The meeting, noting with gratification the messages which had been addressed to it by the Executive Secretary of the United Nations Economic Commission for Latin America (ECLA), suggested that the Commission might take up the problem of book development as part of its programme for the expansion of national industries. The experts recommended that the present report be brought to the notice of the Commission, which might consider appropriate ways of giving due recognition to the investment potential of the publishing industries; the Commission should do everything possible to encourage national action on behalf of book development, having regard to the latter's contribution to economic progress.

The experts welcomed the assurances that had been given to them by the Organization of American States concerning the assistance that would be afforded to the book development programme resulting from the meeting. One expert expressed his dissent on that point.

Turning to another aspect of production, the participants suggested that the Food and Agriculture Organization of the United Nations (FAO) should make further studies of the situation in Latin America with regard to paper. Particular attention should be paid to methods aimed at reducing the cost of printing paper, and to the question of paper manufacture from local fibres, including short-staple fibres.

It was noted that some of the problems involved in the development of national publishing industries came within the purview of UNCTAD, and Unesco should keep the question before the notice of that organization. The problem of reducing tariffs on the importation of paper, printing equipment and other materials needed by the book industry might also appropriately be brought to the attention of GATT, for consideration in future tariff negotiations.

Copyright

The meeting took note with satisfaction of Unesco's copyright programme, designed to ensure that books could be produced at the lowest possible cost while fully respecting the rights of authors. It drew the attention of the Latin American countries to the recent Unesco communication to all Member States inviting the developing countries, on the one hand, to submit requests for the right to publish needed books at a minimum or no copyright charge, and the more advanced publishing countries, on the other, to indicate the titles of books which they were prepared to make available for that purpose. The participants considered that several of the countries of Latin America might take advantage of that invitation.

The meeting also recommended those countries which had not acceded to the Berne Convention and the Universal Copyright Convention to consider the possibility of so doing.

The meeting was informed of the Director-General's intention to propose that the Regional Centre for Book Development to be set up in Bogota should also assume responsibility for copyright information. That information service would consist in making available to Member States the titles and descriptions of books that might be printed at a minimum charge.

The participants commended to Latin American countries the plan for the establishment of a copyright clearing house; in their view, the proposed Regional Centre for Book Development in Latin America should co-operate in that plan.

Training and research

The meeting called for a speeding up of training programmes for editors, publishers, authors, booksellers, printers and illustrators. It urged that Unesco's programme for 1971-1972 should include financial provision for training courses in Latin America. It noted that training in Latin America was particularly facilitated by the existence in the region of a common language and of highly competent publishers and printers. The participants were of the opinion that opportunities should be provided by those publishers for the training of staff within the region; they welcomed the offers to that effect that had been made in the course of the meeting.

The participants also expressed their appreciation of the various offers made during the meeting with regard to facilities for different branches of study in Argentina, Colombia, Cuba, Mexico and Spain, and recommended those interested to pursue the matter.

It was also recommended, in view of the excellent results of the audio-visual course in librarianship which had been prepared, under Unesco's auspices, by the University of Buenos Aires, (a) that the course should be given in as many countries as possible; (b) that a special audio-visual course should be prepared by Unesco, on similar lines, for teacher librarians.

As regards research, the meeting considered that among the matters on which more detailed study was needed were production techniques, the reading habit in Latin America and national legislation relating to books. Particular attention might also be paid to the use of new methods of printing and composition that allowed of a reduction of costs, in the case both of large and of small editions.

C. PROMOTION

The meeting was of the opinion that book promotion was a matter of the greatest importance to Latin America, and that it called for an intensification of activities such as book festivals and book fairs. It was warmly recommended that increased attention be paid to travelling exhibitions of books and mobile sales units, with the aim of attracting rural populations.

It seemed to the experts that full use had not so far been made of the opportunities offered by the press, films, radio and television for publicizing books. Among the methods of which it was suggested that greater use should be made were book criticisms, interviews with authors and publishers, articles in newspapers and periodicals, with a wide circulation, and special radio and television programmes. The mass media of communication should also contribute to the promotion of an increased interest in books.

An integral part of book promotion was the development of the reading habit. The meeting suggested that vigorous campaigns be conducted to inculcate the reading habit in young people. Publishers should make a special effort to reach this sector of the public as well as new literates. After expressing their appreciation of the offers of book donations that had been made in the course of the meeting, the experts hoped that such gifts would be destined, in the first instance, for school libraries. It was also suggested that there should be an effort to make a continuing practice of such gifts to children's and school libraries, so that they might enrich those institutions or be used to assist in the setting up of experimental libraries, while serving at the same time as valuable media of publicity for the publishers.

It was in the school library that life-long habits of reading were formed. In this connexion, the experts commended the practice obtaining in some Latin American countries of giving book prizes to pupils who wrote interesting reports on books borrowed by them from the school library.

The participants noted that several countries awarded prizes and fellowships to encourage authors. It urged more general use of those incentives and called for maximum publicity to be given to the awards.

The meeting took note with satisfaction of various suggestions to the effect that Unesco should sponsor the proclamation of 1972 as World Book Year. That project would provide an appropriate context for the development of book promotion activities in Latin America as well as in other regions.

A leading part might be played, in regard to all aspects of book promotion, by professional associations of publishers, booksellers, authors and librarians. It was therefore necessary to develop those associations and encourage them to strengthen their relations with international bodies such as the International Publishers Association, the International Community of Booksellers Associations and the International Federation of Library Associations.

In connexion with book distribution, as indeed with the entire book development programme, the meeting pointed out the need for national bodies wholly concerned with book promotion. They might take the form of national book councils, widely representative of all sectors of the book world - authors publishers, printers, booksellers, librarians and educators.

Among their various functions, such councils might prepare estimates of future book requirements, make studies on investment needs for books and libraries, conduct research into reading habits and other investigations calculated to stimulate the growth of national book industries. They might also represent the book industry on the appropriate national economic and legislative commissions.

The form taken by those national bodies concerned with books would necessarily vary from one country to another; they might most effectively be based on institutions such as National Book Institutes, in countries where such exist. They might also, in cases where there were powerful organizations of publishers, booksellers and librarians, take the form of federations or consultative bodies responsible for co-ordinating activities.

D. PROPOSAL FOR THE ESTABLISHMENT OF A REGIONAL CENTRE FOR BOOK DEVELOPMENT IN LATIN AMERICA

The meeting had before it an important proposal for the establishment of a Book Development Centre for Latin America. The unanimous recommendation of the meeting in favour of the establishment of such a centre is recorded earlier in the present report, together with a description of the centre's objectives, its structure and methods of financing it.

The centre would constitute an effective instrument for the implementation of many of the suggestions made at the current Meeting of Experts on Book Development in Latin America. The Centre might serve as a permanent co-ordinating body for many of the activities being pursued in the various countries of the region.

The meeting wished to record its deep appreciation of the generous offer made by the Colombian Government for the establishment of the Centre at Bogotá and for the provision of its site and other facilities and services. The meeting unanimously recommended that the headquarters of the centre should be at Bogota.

The meeting expressed the hope that the centre would be set up at the earliest practicable date and that it would receive the fullest possible assistance, both from the countries of the region and from the international community.

E. FUTURE MEETINGS

The meeting welcomed the proposals made in the course of its proceedings by several participating experts, for the holding of two further meetings on books in Latin America:

(a) The expert from Peru had mentioned the possibility of the holding in 1971 of a meeting of Latin American publishers, which might, among other things, examine the progress achieved in carrying out the suggestions contained in the present report.

(b) A second possibility was the convening of a sub-regional meeting to examine the book development programme in Central America. In the proposal concerning that meeting, which had been made by the experts from Central America, it was pointed out that such a meeting would be in conformity with the efforts being made towards Central American cultural and educational integration.

The experts believed that the conclusions reached at the present meeting, and also perhaps at the other regional meetings held on the initiative of Unesco, might usefully be considered at a future World Conference on Books, which they recommended should form part of Unesco's 1971-1972 programme.

The experts were of the opinion that the present meeting had usefully served the cause of book development in Latin America. They suggested that, at the appropriate time, Unesco should convene a further meeting of experts on book development in Latin America.

ANNEX/ANEXO/ANNEXE

LIST OF PARTICIPANTS/LISTA DE PARTICIPANTES/LISTE DES PARTICIPANTS

I. EXPERTS/EXPERTOS

GUATEMALA

Sr. Jesús Julián Amurrio González
Miembro de la Comisión Guatemalteca
de Cooperación con la Unesco
Universidad de San Carlos

PANAMA

Profesora Rosalba de Barb
Ministerio de Educación Nacional
Vía España n° 814, Zona 9 A

Technical Adviser/Asesor Técnico/
Conseiller technique

Sra. Lilia de Urriola
Ministerio de Educación

URUGUAY

Dr. Gastón Barrero Zorrilla
Director Gerente General Barreiro y Ramos S.A.
25 de Mayo esq. J.C. Gómez
Montevideo

VENEZUELA

Sra. Virginia Betancourt de Pérez
Presidente del Banco Nacional del Libro
Sur Av. Avilla y Av. Libertador
Altamira - Caracas

CHILE/CHILI

Sr. Eduardo Castro Le-Fort
Presidente Cámara Chilena del Libro
Editorial Universitaria
San Francisco 454
Santiago

ECUADOR/EQUATEUR

Sr. Salvador Cazar Cadena
Secretario General de la Asociación de Libreros
Apartado Postal 2071
Quito

MEXICO/MEXIQUE

Sr. Joaquín Díez Canedo
Director Editorial Joaquín Mortiz
Apartado Postal 24.411
México 7 D.F.

Technical Advisers/Asesores Técnicos/
Conseillers techniques

Sr. Fernando Rodríguez Díaz
Presidente Cámara Nacional de la
Industria Editorial
Vallarta 21 - México 4

Sr. Javier Ortiz Camorlinga
Editorial Roble
México

EL SALVADOR

Sr. David Escobar Galindo
Ministerio de Educación
23 C.P. Número 220
San Salvador

HONDURAS

Profesora Consuelo de Escorcia
Jefe del Centro de Producción
de Materiales Educativos
Ministerio de Educación
Tegucigalpa D.C.

COSTA RICA

Sra. Ilse Hering de Avila
Directora de Extensión Cultural y Bibliotecas
Ministerio de Educación Pública
San José

Technical Adviser/Asesor Técnico/
Conseiller technique

Sr. Herberth Guevara Mayorga
Jefe del Departamento de Publicaciones
de la Universidad de Costa Rica
San José

HAITI

Mademoiselle Marie Carmele Lafontant
Ministère de l'Education nationale
Port-au-Prince

PARAGUAY

Srta. Esther Lugo Portillo
Jefe de la Sección Producción de Textos
Ministerio de Educación y Culto
Avenida España n° 1111
Asunción

PERU/PEROU

Sr. Juan Mejía Baca
Librería Juan Mejía Baca
Azangaro 722
Lima

Technical Adviser/Asesor Técnico/
Conseiller technique

Sr. Andrés Carbone Obradovich
Cámara Peruana del Libro
Lima

GRENADA/GRANADA/GRENADE (British Eastern Caribbean Group/Grupo del Caribe Oriental Británico/Groupe des Caraibes orientales britanniques)

Mr. R.O. Palmer
Tutor
Grenada Teachers' College
St-George

BRAZIL/BRASIL/BRESIL

Sr. Geraldo J. Pereira
Sindicato Nacional de Editores de Libros
Av. Borges de Medeiros 3381
Río de Janeiro

Technical Adviser/Asesor Técnico/
Conseiller technique

Sr. Arnaldo M. de Giacomo
Cámara Brasileña del Libro
Avenida 13 de Maio, 13-602
Río de Janeiro

JAMAICA/JAMAIQUE

Mrs. Sybil Prescod
Senior Education Officer in charge
The Publication Branch Ministry of Education
c/o Ministry of Education
5 South Race Course
Room 103
Kingston 4

BOLIVIA/BOLIVIE

Sr. Carlos Luis Quiroga
Secretario Permanente de
la Comisión Nacional Boliviana de la Unesco
Ministerio de Educación y Cultura
La Paz

COLOMBIA/COLOMBIE

Sr. José Manuel Rivas Sacconi
Director del Instituto Caro y Cuervo
Calle 24 N° 5-60
Bogotá

Technical Advisers/Asesores Técnicos/
Conseillers techniques

Dr. Guillermo Sánchez Paredes
Presidente de la Cámara del Libro

Sr. Arcadio Plazas
Acoeditores
(Asociación Colombiana de Editores)

Sr. Jorge Cárdenas Nanetti
Presidente de Acoeditores

Sra. Clara Nieto de Ponce de León
Delegación Colombiana ante la Unesco

Dr. Francisco Pandiño Silva
Oficina de Información Cultural
Ministerio de Relaciones Exteriores

Dr. Horacio Bejarano
Academia de la Lengua

Dr. Darío Aldana Vargas
Cámara Colombiana del Libro

Dr. Alberto Castaño Abadía
Oficinas de Relaciones Internacionales
Ministerio de Educación

Sr. Hans Hungar
Sector Privado Distribución

Dr. Jorge Wahanick
Ministerio de Comunicaciones

Dr. Nicolás Dávila Noguera
Ministerio de Comunicaciones

Dr. Francisco Gómez Cano
Sena

Sr. Alvaro Garzón
Comisión Colombiana de la Unesco

CUBA

Dr. Rolando Rodríguez García
Director del Instituto del Libro
19 N° 1002 Vedado
La Habana

Technical Advisers/Asesores Técnicos/
Conseillers techniques

Sr. Eduardo Hernández Gispert
Instituto del Libro
La Habana

Sr. Julio César García Gutiérrez
Instituto del Libro
La Habana

NICARAGUA

Profesor Santos Rivera
Ministerio de Educación Pública
Managua

ARGENTINA/ARGENTINE

Sr. Heriberto Schiro
Gerente de Ventas Editorial Universitaria
Mansilla 2450-5A
Buenos Aires

Technical Advisers/Asesores Técnicos/
Conseillers techniques

Sr. Juan Manuel Fontenla
Gerente de Producción
Editorial Universitaria
Buenos Aires

Sr. Gustavo Marini
Sr. Fernando Vidal Buzzi
de la Cámara Argentina del Libro
Buenos Aires

ST-LUCIA/STA LUCIA/STE LUCIE (British Eastern Caribbean Group/Grupo del Caribe Oriental Británico/Groupe des Caraibes orientales britannique)

Mr. Leton F. Thomas
Chief Education Officer
Ministry of Education and Health
Castries

ST-KITTS/SAN CRISTOBAL/ST-CHRISTOPHE (British Eastern Caribbean Group/Grupo del Caribe Oriental Británica/Groupe des Caraibes orientales britannique)

Mr. Maurice Woods
Principal Secretary - Ministry of Education
Basseterre

II. OBSERVERS/OBSERVADORES/OBSERVATEURS

a) Member States/Estados Miembros/
Etats Membres

CZECHOSLOVAKIA/CHECOSLOVAQUIA/
TCHECOSLOVAQUIE

M. Miroslav Vladyka
Deuxième secrétaire
Ambassade de Tchécoslovaquie
Bogotá (Colombia)

FRANCE/FRANCIA

M. Pierre Marie Quemeneur
Conseilleur culturel auprès de l'Ambassade
de France - Carrera 7 N° 38-39
Bogotá (Colombia)

M. J.J. Peyronnet
Ambassade France
Bogotá (Colombia)

FEDERAL REPUBLIC OF GERMANY/
REPUBLICA FEDERAL DE ALEMANIA/
REPUBLIQUE FEDERALE D'ALLEMAGNE

Mr. Werner Dodeshoner
Eckart Verlag GmbH
581 Witten/Ruhr

ITALY/ITALIA/ITALIE

Sr. Guido Russo
Agregado Cultural
Embajada de Italia
Bogotá

Sr. Giuseppe d'Angelo
Agregado de Prensa
Embajada de Italia
Bogotá

SPAIN/ESPAÑA/ESPAGNE

Excmo. Sr. D. José Miguel Ruíz Morales
Embajador de España
Bogotá

Sr. D. Federico Climent Casa de Mont
Instituto Nacional del Libro
Alfonso Cano 89
Desengaño 6
Madrid

Sr. D. German de Granda
Agregado Cultural
Embajada de España
Bogotá

Sr. D. Eduardo Nolla López
Secretario General del Instituto Nacional del Libro
C/Ferraz 13
Madrid

Sr. D. Francisco Pérez González
Presidente del Gremio de Editores
Instituto Nacional del Libro
C/Ferraz 13
Madrid

Sr. D. Hipólito Escolar Sobrino
Ministerio de Educación
Amado Nervo 5
Madrid

Sr. D. David Ferrer Torra
Dirección General
Archivos y Bibliotecas
Avda. Calvo Sotelo 22
Madrid

UNITED KINGDOM/REINO UNIDO/ROYAUME UNI

Mr. P.B. Hotch
The British Council
Apartado Aéreo 4682
Bogotá (Colombia)

Mr. S.C. Wood, O.B.E.
Education Adviser
British Development Division in the Caribbean
P.O. Box 167
Bridgetown
Barbados

UNITED STATES OF AMERICA/ESTADOS UNIDOS DE AMERICA/ETATS-UNIS D'AMERIQUE

Mr. Ross D. Sackett (Chairman)
President Holt, Rinchart and Winston Inc.
383 Madison Avenue
New York N.Y. 10017
U.S.A.

Mr. Richard M. Berg
Chief, Regional Technical Aid Center
Agency for International Development
México D.F.

Mr. Maxwell K. Berry
Office of Multilateral Policies and Programs
Bureau of Educational and Cultural Affairs
Department of State
Washington D.C.

Mr. Andy G. Wilkison
Cultural Affairs Officer
United States Embassy
Bogotá (Colombia)

b) United Nations and other Intergovernmental Organizations/Naciones Unidas y otras Organizaciones Intergubernamentales/Nations Unies et autres organisations intergouvernementales

United Nations Development Programme/Programa de las Naciones Unidas para el Desarrollo/Programme des Nations Unies pour le développement

Mr. Gauthereau
Representante Residente del Programa de
las Naciones Unidas para el Desarrollo
Bogotá

Sr. Ricardo Vélez Bolívar
Calle 37 N° 8-45
Bogotá

Economic Commission for Latin America/
Comisión Económica para América Latina/
Commission economique pour l'Amérique Latine

Sr. Alejandro Power Aliberti
Director de la Sub-Sede de CEPAL
Carrera 10a. 15-39
Oficina 1108
Bogotá

International Bank for Reconstruction and Development/Banco Internacional para la Reconstrucción y Fomento/Banque internationale pour la reconstruction et le développement

Sr. José Tegeiro
Apartado Aéreo 10299
Bogotá

Inter-American Development Bank/Banco Interamericano de Desarrollo/Banque Interamericaine de développement

Dr. Ignacio González
Especialista de Educación
Apartado Aéreo 12037
Bogotá (Colombia)

Organization of American States/Organización de los Estados Americanos/Organisation des Etats américains

Mrs. Marietta Daniels Shepard
Chief
Library Development Program
Washington 6 D.C.

Miss Martha Tomé
Director of Project Leer

Postal Union of Americas and Spain/Unión Postal de las Américas y España/Union postale des Amériques et Espagne

Sr. Nicolás Noguera Dávila
Edificio Murillo Toro
Bogotá (Colombia)

c) Non-Governmental Organizations/
Organizaciones no gubernamentales/
Organisations non-gouvernementales

Franklin Book Programs

Mr. Theodore Waller
Grolier Educational Corporation
845 Third Avenue
New York N.Y. 10022

International Federation for Documentation/
Federación Internacional de Documentación/
Fédération Internationale de documentation

Sr. Octavio Rojas
Carrera 3 N° 18-24
Bogotá

Sra. Mercedes Benitez de Sharpless
Carrera 3 N° 18-24
Bogotá

International Publishers Association/
Unión Internacional de Editores/
Union internationale des éditeurs

Sr. Don José Ortega Spottorno
Revista de Occidente
Bárbara de Braganza 12
Madrid-4 (España)

World Confederation of Organizations of the Teaching Profession/Confederación Mundial de Organizaciones de Profesionales de la Enseñanza/
Conféderation mondiale des organisations de la profession enseignante

Sr. Ramón Franky
Apartado Aéreo 12510
Bogotá (Colombia)

III. UNESCO SECRETARIAT/SECRETARIA DE LA UNESCO/SECRETARIAT DE L'UNESCO

Mr. Julian Behrstock
Director
Office of Free Flow of Information
and International Exchanges

Mr. Pierre Navaux
Director
Division of Development of
Mass Media

Mr. Carlos V. Penna
Director Unesco
Unesco Library and Documentation Service

Mr. Alfredo Picasso de Oyagüe
Regional Chief of Mission in Central
America and Panama

Mr. Edward Wegman
Office of Free Flow of Information
and International Exchanges

IV. COLOMBIAN GOVERNMENT LIAISON SERVICE/ SERVICIO DE ENLACE DEL GOBIERNO COLOMBIANO

Dr. Alvaro Barrera Rueda
Viceministro de Educación

Dr. Alberto Castaño
Jefe de la Oficina de Relaciones
Internacionales y Unesco

Dr. Ernesto Rodríguez Medina
Director Nacional de Promoción
del SENA